INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1712 — Washington, D. C. — December 24, 1958

Total Crop Production in 1958 Sets New All-Time High; Vegetables for Processing Up 10%, Fruits Down 3%

Total crop production in 1958 reached a new all-time high, 11 percent larger than the previous record. High yields per acre were mainly responsible, as harvested acreage was the third lowest in more than 20 years.

USDA's all-crop production index for 59 crops reached 118 (1947-49 = 100), a surprising surge in a single year above the 106 reached by three former "best" production years, 1948, 1956, and 1957. The feed grain production index reached 134 and food grains 117.

The all-crop index of yield per acre was at 143, some 12½ percent higher than the 1957 yield index of 127 (1947-49 = 100). New yield records were set by corn, wheat, oats, soybeans, barley, rye, sorghum grain and silage, rice, cotton, hay, peanuts, potatoes, sweet potatoes, and tobacco.

Among the crops for which large to near-record production was obtained are apples, peaches, potatoes, and dry beans.

VEGETABLES

Production of the 10 principal vegetables for processing was about 10 percent above the total for 1957 and

(Please turn to page 351)

N.C.A. Convention Program Includes Three Sessions on Marketing and Merchandising of Canned Foods

The 1959 N.C.A. Convention will have three sessions devoted to marketing and merchandising of canned foods. The sessions will deal with multiple packaging, the potential market for canned foods, and how the canner can get his share of today's food market.

The marketing sessions will be held Saturday and Sunday, February 21 and 22, in The Conrad Hilton Hotel, Chicago.

Multiple packaging of canned foods will be the subject of an open general session during the morning of Sunday, February 22. A panel of speakers will report on the findings of recent studies which have sought to determine the place of multiple packaging in the merchandising of canned foods.

Panelists on this program are being selected from the canning industry, packaging industry, food retailing, and the trade journals serving the packaging industries. One of the panelists will be Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, who will report on N.C.A.'s two-year study in this field.

The first of the marketing sessions will be a luncheon session, from 12 noon to 2 p.m. Saturday, February 21, on the potential market for canned foods. Speakers will be Arno Johnson, vice president of the J. Walter Thompson Company, on "How Much Will the Food Market Expand in the Next Ten Years?" and Mrs. Enid Haupt, editor and publisher of *Seventeen* magazine, on "Teens—the Super Market for Sales."

A luncheon session on Sunday, immediately following the general session on multiple packaging, will feature George Graf, general manager of Quality Bakers of America Cooperative, Inc., the cooperative merchandising organization for independent bakers who sell their bread under the "Sunbeam" brand. Mr. Graf will outline his views concerning some of the steps that canners might take to solve their marketing problems.

The N.C.A. is accepting reservations now for all of the luncheon sessions. Tickets, covering lunch, will be $5 each. It would facilitate planning for the luncheon sessions if advance reservations are made.

Senator Humphrey Reviews Status of FTC Investigation

Senator Humphrey (Minn.), in a speech at the N.F.B.A. Convention in Chicago December 13, reviewed the current status of the FTC's investigation of the food industry and suggested where the investigation might lead.

Senator Humphrey was Chairman of the Senate Small Business Committee's Subcommittee on Retailing, Distribution, and Fair Trade Practices in the 85th Congress, and is credited with having encouraged the FTC to make the investigation.

The Senator said that the food industry investigation by the FTC "is an outgrowth of public hearings held in the early spring by my subcommittee." Those hearings centered on the effectiveness of private antitrust suits. He said that his subcommittee would review the FTC's findings.

Following is a portion of Senator Humphrey's address, as released by the Senate Small Business Committee:

"Through this inquiry, the Commission intends to discover the degree to which economic power has been concentrated in food retailing and also to find out the means by which such concentration has been achieved. Not since the Commission's celebrated 'Chain Store Study' of 1931-34, which resulted in passage of the Robinson-Patman Act, has so serious an effort been made to explore competitive problems in the nation's largest and most important industry.

"The broad public interest in preserving free and competitive enterprise in our food industry stands unchallenged. Integration and economic concentration in the industry pose a direct competitive threat extending far beyond small grocers and other food independents. The nation's farmers also have a vital stake in the maintenance of unrigged markets in which a great many buyers are competing vigorously for their products. Consumers, too, understand the benefits in terms of price, quality, and variety which only free competition can bring them.

"Nor should it be overlooked that food, the most basic necessity of life,

best wishes for a happy holiday season

is the principal factor in the cost of living for every American family. To what extent, it may be asked, does inflation or, more simply stated, the rising costs of living, result from economic concentration and monopolistic practices in the food industry? At a time when growing inflation constitutes our country's most dangerous economic problem, steps to provide an answer cannot much longer be delayed.

"In the light of these basic considerations, the Federal Trade Commission's investigation deserves and, I believe, will receive the full support of all interested parties, industry members, large and small, government agencies, farmers, and the general public alike. At the same time, I wish to make equally clear that no one has anything to fear from the fair and objective study which the Commission has undertaken.

"Fact finding now and, perhaps sometime later, fair legislative remedies consistent with the public interest, can do much to prevent competitive opportunity from being destroyed in the food industry. By fair remedies, I have in mind the kind of sensible regulatory guides which promote growth and prosperity for all industry members, at all levels, and regardless of size. Such remedies may mean strengthening of the Robinson-Patman Act or of the Clayton Act's Section 7, the basic antimerger law, or even the enactment of new legislation designed to protect the legitimate business interests of food independents. In any event, the purpose of whatever new legislation is proposed would not be to penalize any particular group but, rather, to assure equality of competitive opportunity throughout the food industry.

"Retail grocers, of course, are particularly heartened by the Commission's investigation of economic concentration and monopolistic practices found at their level of the industry. No group better understands the full significance of the Federal Trade Commission's figures showing that, in the last three years, more than 2,000 independent food stores with annual sales of over $2 billion have been absorbed by the chains. With Chairman Gwynne, they want to know 'why [their] industry is getting so tough for the smaller operators . . ., why the trend seems to be to eliminate the small man entirely.'

"I am confident that food processors generally will welcome the Commission's food industry study. Surely, no segment of the industry has more reason to be concerned about economic concentration in food retailing than the processor. According to reports I receive, more and more chain food distributors are putting in their own processing plants. Should this trend toward a shrinking retail market continue unchecked, the future of independent food processors is indeed bleak.

"Our large grocery chain organizations, too, should recognize the benefits which the FTC inquiry holds for them, from the long range point of view. Actually, the greatest disservice that Congress could inflict on the chain grocers would be to let the competitive situation deteriorate to a level where the government would have to step in and impose back-breaking restrictions. Such government controls would be much more severe than any regulation American industry has ever experienced in the past. In fact, I fear such restrictions would probably be as undesirable as the conditions being eliminated.

"Food brokers, too, have a major economic interest at stake in this investigation. In your unique position in the industry, serving the sellers on the one hand and the buyers on the other, you can be victimized by monopolistic developments at either end of the distribution system. From your business standpoint, large losses in the ranks of food manufacturers and processors can be as fatal as would the widespread disappearance of independent grocers. Certainly, you food brokers, individually and as a group should support the Federal Trade Commission's investigation with all of your energies and resources.

"Again, I say, let's get the facts—before it is too late. Remember that once economic freedom and competitive opportunity should be destroyed in the food industry, there is little that the survivors or, for that matter, even the government itself, could do to restore the 'good old days' which existed before monopoly.

"Through my Subcommittee, I plan to keep a vigilant eye on the course of the Commission's investigation of economic concentration in food retailing. When the initial phase of the Commission's inquiry is finished, a date which I understand will be early next spring, I intend to invite Chairman Gwynne and his staff to appear before the Subcommittee. By such means, we will be able to review thoroughly the Commission's preliminary report, evaluate its findings, then decide upon the desirability of having the Commission undertake a much broader and more intensive study of food industry concentration. Should our Subcommittee members be convinced of the value of continuing the Commission's study and enlarging its scope, we will then introduce a formal resolution calling for appropriation of the funds necessary to do the job.

"With only a modest amount of additional funds, the Commission would be enabled to up-date its famous 'Chain Store Study' in very impressive fashion. An appropriate starting point, I should think, would be with the enactment in 1936 of the Robinson-Patman Act. Aided by the light of experience since then, the Commission might profitably explore such matters as: In what respects and, for what reasons, has the Act failed to reverse the anticompetitive trends which threatened the food industry in 1936 and before? How can the statute be strengthened to make it an effective instrument for controlling such monopoly-breeding price discrimination as exists in the food industry? Has the time arrived in the food industry when Congress must judge the possible need for legislation uniquely designed to insure economic freedom and competitive opportunity for all members, large and small? These as well as many other promising avenues of inquiry deserve the Commission's most serious consideration.

"I would also like to see the Commission address itself to the competitive problems which have arisen in the food industry's newest and fastest-growing segment, frozen foods. As you know, the advent of frozen foods has brought with it a host of new and varied problems at the distribution level. The most troublesome of these arise from the always vigorous and sometimes unscrupulous competition for the limited freezer space in retail grocery stores. As I understand the situation, smaller frozen food producers are finding it progressively more difficult to obtain display space for their products. Aggressive Commission action now can help eliminate the bad marketing practices which seem to be spreading in this field."

USDA Lists Grade Names Used in Standards

A new USDA publication, *Grade Names Used in U. S. Standards for Farm Products*, lists grade names for all farm products for which standards have been issued.

The pamphlet contains 30 pages listing grade names for fresh and processed fruits and vegetables, poultry, meat, and other farm products. For example, it lists U. S. No. 1 and U. S. No. 2 as the grades applicable to specified crops for processing, and the A, B, C, and Substandard grades applicable to specified processed fruit and vegetable products.

Copies of the report, *Grade Names Used in U. S. Standards for Farm Products* (AH-157), may be obtained from the Office of Information, USDA, Washington 25, D. C.

USDA also has published on one page illustrations of all the official marks used in USDA grading programs. This is entitled *USDA Grade Marks and the Foods on which They Are Used* (AMS-242). Copies are available from the USDA Office of Information.

USDA Rice Research Committee

Continued efforts to find means of controlling hoja blanca ("white leaf" disease), a potentially serious threat to the U. S. rice crop, were advised by the USDA's Rice Research and Marketing Advisory Committee at its annual meeting, held in Beaumont, Texas, December 1-4.

The committee also called for research to improve rice markets, especially foreign markets, and to preserve rice quality.

Committee members emphasized especially the need for more knowledge of how hoja blanca is transmitted, how varieties and selections of rice react to the disease, and speedy development of rice varieties resistant to it, the USDA reported.

The committee concern with rice quality was reflected in its request for more rice breeding research aimed at hardy varieties that (1) are resistant to disease, insects, and lodging; (2) have good processing and cooking qualities; (3) are able to use maximum amounts of fertilizer; and (4) are adapted to modern handling.

Basic research to uncover potential new uses for rice through studies of its chemical composition and physical properties is needed to help growers and processors maintain good returns from utilization of their commodity, the committee advised USDA.

New York State Canners

John Hall of Sterling Cooperative, Sterling, was elected president of the New York State Canners and Freezers Association at the association's 73d annual convention.

George Myers, Comstock Foods, Inc., Newark, was elected vice president, and William McIntosh of the William E. McIntosh Company, Geneva, was elected treasurer. William H. Sherman, Rochester, was continued in office as secretary.

National Food Brokers Assn.

Arthur G. Curren, Jr., of Arthur G. Curren Company, Boston, was elected national chairman of the National Food Brokers Association at the annual convention in Chicago. Other officers elected were:

H. G. Alexander, Jr., Alexander-Spaulding Co., Houston, first vice chairman; George C. Cook, The Harry B. Cook Co., Baltimore, second vice chairman; R. L. Fitzwater, Jr., R. L. Fitzwater and Son and Associates, Camden, N. J., third vice chairman; H. Wayne Clarke, Walter Leaman Co., Washington, D. C. (reelected); J. E. Raley, Jr., Raley Brothers, Inc., Atlanta, member-at-large; and Watson Rogers, Washington, D. C., who continues as president.

N.C.A. Represented at Meeting on Industrial Waste Problems

The National Technical Task Committee on Industrial Wastes held its ninth annual meeting in Cincinnati December 10-12, attended by 52 scientists and engineers representing major industries in the United States. The canning industry was represented by W. A. Mercer of the N.C.A. Berkeley Research Laboratory and S. A. Ebbert of the N.C.A. Washington Research Laboratory.

Principal purpose of the NTTCIW is to work with the U. S. Public Health Service as a coordinating and advisory agency to the Surgeon General on the technical phases of the water supply and water pollution program.

The scope of the Committee's activities during the year were discussed as well as the phases of research needing emphasis during the coming year.

A. J. Steffen of Wilson & Co., Inc., Chicago, was elected vice chairman of the NTTCIW. New chairman is Ray S. Glynn of the Association of American Railroads, and secretary-treasurer is Louis F. Warrick of the U. S. Public Health Service.

Canners Named by Benson to USDA Advisory Committees

Canners have been appointed by Secretary Benson to USDA research and marketing advisory committees, established under the Research and Marketing Act of 1946.

C. L. Rumberger, vice president of the H. J. Heinz Company, and Chairman of the N.C.A. Scientific Research Committee, was made a member of the USDA Food Distribution Research and Marketing Advisory Committee.

Lewis H. Moore, president of the L. H. Moore Canning Co., McAllen, Texas, was named to the USDA Citrus and Subtropical Fruits Research and Marketing Advisory Committee.

Named to the Livestock Research and Marketing Advisory Committee were John M. Ramsbottom of Swift & Co., Chicago, and Richard W. Rath, Rath Packing Co., Waterloo, Iowa.

N.C.A. Raw Products Groups Review Progress of Research

The N.C.A. Raw Products Vegetable Projects Steering Committee and Fruit Projects Steering Committee held meetings in Washington December 16 and 17 at which the current status of research was reviewed and plans for future study were made. Both steering committees are subcommittees of the Raw Products Technical Advisory Committee and are active in helping to guide research in their areas of interest.

The Raw Products T.A.C. Vegetable Projects Steering Committee held a Joint Conference on Quality Evaluation December 16 with workers from the Marketing Research Division, AMS, USDA. The conference was for the purpose of discussing USDA programs in raw product and seed quality evaluation research.

The morning was devoted largely to reports and discussion of improved methods of evaluating raw tomato quality. Dr. A. P. Sidwell and Mr. J. N. Yeatman of the Marketing Research Division reported on the results of their five-year program in this field.

During the afternoon seed quality evaluation research was reviewed by Drs. R. C. French, W. L. Butler and Abraham Marcus, Miss A. M. Andersen and Mr. R. A. Bollet. Sampling and blending procedures, germination and seedling evaluation studies, as well as research on quick tests for viability, physical techniques and instrumentation, and the basic biochemistry and physiology of seed germination were covered in the reports given. Opportunity was presented for ample discussion of their research programs by the members of the Technical Advisory Committee.

The following day the Raw Products T.A.C. Fruit Projects Steering Committee held a research conference with USDA and State Experiment Station workers, at which reports on recent progress in breeding pears, peaches, apples and other fruits were given. The pear and peach breeding programs of the USDA were discussed by Drs. J. R. Magness and A. L. Havis, respectively. The fruit breeding program of the New Jersey Experiment Station was discussed by Dr. L. F. Hough. A cutting presenting the opportunity to evaluate some of the more promising new pear and peach selections also was held. Industry needs and desires with regard to new varieties for processing were made known.

The Committee heard reports on the influence of apple variety and

maturity on the quality of canned slices by Dr. R. C. Wiley, and on chemical fruit thinning of apples by Dr. A. H. Thompson. Both men are on the staff of the Maryland Agricultural Experiment Station. Comments on the research being conducted by workers at the Virginia Polytechnic Institute on the development of new apple grades for processing were made by W. W. Hunt of the National Fruit Product Co.

During the two days of meetings T.A.C. members also had an opportunity to meet and discuss plans for other programs for the coming year.

Maturity of Whole Kernel Corn

In connection with its continuing study of objective tests of maturity in whole kernel corn, the N.C.A. Labeling Advisory Subcommittee held a cutting in Chicago December 8-9 with the assistance of the N.C.A. Washington Laboratory.

Ten experienced graders representing California Packing Corporation, Green Giant Company, Stokely-Van Camp, Inc., Libby, McNeill & Libby, and the N.C.A. examined 340 samples of whole kernel corn to assign organoleptic grades. Duplicate samples will be tested in the Washington Laboratory by various objective tests for maturity. The suitability of these tests will then be judged by determining the precision with which the organoleptic grades assigned by the panel can be predicted by the objective method. The objective methods now under investigation are the A.I.S. method and a trimetric scoring system devised by Dr. Amihud Kramer of Maryland University.

In preparation for the cutting, the N.C.A. Washington Laboratory assembled samples of commercial and experimental packs from all of the major corn producing areas. The cutting was the second held by the Labeling Advisory Subcommittee in the current studies on corn maturity.

FDA District Office Head

John H. Guill, Jr., has been appointed Chief of the Chicago district of the FDA. He replaces George T. Daughters, who will be in charge of the FDA's Detroit division.

Mr. Guill has been chief inspector of the St. Louis district since May, 1957, and previously was chief inspector of the Baltimore and Minneapolis districts.

The Chicago district covers the northern third of Illinois, including Chicago, and the eastern third of Wisconsin, including Milwaukee, Green Bay, and Sheboygan.

Welfare and Pension Plan Report Forms Are Issued

Many canners who have established or who maintain welfare or pension plans formalized in writing must file by April 1, 1959, the first of three types of disclosure reports required by the new Welfare and Pension Plan Disclosure Act.

The Department of Labor has recently issued a suggested Description Form, along with Instructions for using the form and a Guide for use with both the Description and Annual Report Forms. Use of the Description Form, or Form D-1, is optional with administrators of plans, but the information required by the Act must be filed by the April 1, 1959, deadline. The Annual Report does not have to be filed until some time thereafter, depending upon the fiscal year of the plan in question, and may not be due until May 1, 1960.

While the object of the new law is a narrow one, its scope is extremely broad, for it extends to all employers and employee organizations engaged in industries or activities "affecting commerce," with a few minor exceptions. By definition, pension plans are those providing "retirement benefits, including profit-sharing plans which give benefits at or after retirement." Welfare plans are those providing "medical, surgical, or hospital care or benefits, or benefits in the event of sickness, accident, disability, death or unemployment." Thus, the whole range of employer or union group insurance plans relating to health, life, accident, disability, and unemployment are within the Act.

The affirmative duties prescribed by the Disclosure Act fall upon the "administrator" of a plan subject to the law. He is the one who must prepare and publish disclosure documents. He is defined as "the person or persons *designated by the plan* or collective bargaining agreement with responsibility for the ultimate control, disposition, or management of the money received or contributed," *or*, in the absence of such designation, the person or persons actually responsible for such control.

The only federal official given any functions by the law is the Secretary of Labor, whose office is to serve as the depository of documents filed. He is instructed by the law to prepare forms for description of plans and annual reports and to supply these to administrators upon request, although these forms need not be used by administrators. The Secretary does not have authority to enforce the Act or to issue interpretations. Enforcement is left primarily to the parties concerned, but criminal penalties are provided for willful falsification of reports or failure to make the required disclosure. Violation of the Act may be enjoined by the federal courts, but no authority to institute such actions is granted to a governmental agency.

Canners who have established or who maintain plans that might be subject to the Act should as soon as possible obtain a set of the Description Form materials from a local office of the Wage and Hour and Public Contracts Division, U. S. Department of Labor, Bureau of Labor Standards, Welfare and Pension Reports Division, Washington 25, D. C.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of November has been reported by the Agricultural Marketing Service of USDA at 240,790,000 pounds, including quantities for defense.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, NOVEMBER, 1958

	3 lbs. & over	Under 3 lbs.	Total
	(*Thousands of pounds*)		
Luncheon meat	17,487	13,127	30,614
Canned hams	27,704	566	28,270
Beef hash	468	6,345	6,812
Chili con carne	1,645	17,142	18,787
Vienna sausage	343	4,880	5,223
Frankfurters and wieners in brine	13	394	407
Deviled ham	.....	833	833
Other potted and deviled meat products	3	2,625	2,628
Tamales	513	3,859	4,371
Sliced, dried beef	57	281	338
Chopped beef	.....	928	928
Meat stew	181	11,660	11,842
Spaghetti meat products	230	9,948	10,178
Tongue (not pickled)	53	156	210
Vinegar pickled products	1,107	1,303	2,411
Sausage	.....	956	956
Hamburger	823	3,098	3,921
Soups	1,777	65,400	67,177
Sausage in oil	550	470	1,029
Tripe	.....	437	437
Brains	.....	309	309
Loins and picnics	3,078	271	3,348
All other products 20% or more meat	373	6,895	7,268
All other products less than 20% meat (except soup)	684	23,231	23,915
Total all products	57,098	175,113	232,210

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 240,790 thousand pounds.

Forthcoming Meetings

Jan. 7-9—Illinois Canners Association, Canners School, Urbana

Jan. 8-9—Canners League of California, 36th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 19-21—Northwest Canners and Freezers Association, 3rd Annual Convention, Multnomah Hotel, Portland, Ore.

Jan. 20-22—Wisconsin Canners Association, Raw Products Conferences, University of Wisconsin, Madison

Jan. 26-28—National Institutional Wholesale Grocers Association, Annual Convention, Chicago

Feb. 2-6—Oregon State College, 38th Food Processors Short Course, Corvallis

Feb. 9-11—Canadian Food Processors Association, Annual Convention, Empress Hotel, Victoria, B. C.

Feb. 20-21—National Red Cherry Institute, Annual Meeting, Sheraton Hotel, Chicago

Feb. 21-24—NATIONAL CANNERS ASSOCIATION and Canning Machinery and Supplies Association, 52d Annual Convention, The Conrad Hilton, Chicago

March 1-5—National Association of Frozen Food Packers, Annual Convention, The Conrad Hilton, Chicago

March 6-7—Virginia Canners Association, 51st Annual Meeting, John Marshall Hotel, Richmond

March 6-7—Pennsylvania Canners Association, Canners Workshop, Allenberry Lodge, Boiling Springs

March 10—NATIONAL CANNERS ASSOCIATION, Northwest Branch, 21st Annual Canned Salmon Cutting, Olympic Hotel, Seattle

March 15-17—Canners League of California, 55th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

March 18-19—Wisconsin Canners Association, Spring Meetings, Madison

March 19-20—Tri-State Packers Association, Spring Meeting, Lord Baltimore Hotel, Baltimore

March 23-27—Oregon State College, 3d Annual Food Science Short Course, Corvallis

April 17-22—U. S. Wholesale Grocers Association, Convention and Exposition, Hotel Americana, Bal Harbour, Miami Beach

May 11-15—National Restaurant Convention and Exposition, Chicago

May 24-27—Super Market Institute, 22d Annual Convention and Exposition, Atlantic City

June 8-10—Grocery Manufacturers of America, Inc., Annual Convention, The Greenbrier, White Sulphur Springs, W. Va.

June 14-15—Michigan Canners and Freezers Association, Spring Meeting, Whitcomb Hotel, St. Joseph

June 21-25—National Association of Retail Grocers, Convention and Exhibit, Chicago

Slide Rule for Level Loading and Damage Prevention

The Union Pacific Railroad Company has developed a slide rule device designed to assist shippers of canned foods and other packaged foods to achieve level loading of railroad cars, with a view to damage prevention. Copies of the slide rule are being widely distributed to shippers. They are available on request from O. J. Wullstein, General Claims Agent, Union Pacific Railroad Company, 1416 Dodge St., Omaha 2, Nebr.

Schedule of Principal Events of the 1959 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

THURSDAY, FEBRUARY 19

10 a.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Room 10, Conrad Hilton

FRIDAY, FEBRUARY 20

9:30 a.m.—Meeting of N.C.A. Administrative Council, Room 1, Conrad Hilton

12 m.—Luncheon Meeting of N.C.A. Board of Directors (open session), Beverly Room, Conrad Hilton

1-6 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton

2 p.m.—Meeting of N.C.A. Board of Directors (closed session), Bel Air Room, Conrad Hilton

SATURDAY, FEBRUARY 21

8 a.m.—Breakfast Meeting of N.C.A. Fishery Products Committee, Room 3, Conrad Hilton

9 a.m.—Meeting of N.C.A. Nominating Committee, Astoria Room, Conrad Hilton

9 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton

10 a.m.—N.C.A. Annual Meeting, Williford Room, Conrad Hilton

12 m.—N.C.A. Marketing Luncheon, Waldorf Room, Conrad Hilton

12 m.—N.C.A. Fishery Products Luncheon, Astoria Room, Conrad Hilton

12 m.—N.C.A. Research Luncheon, Beverly Room, Conrad Hilton

7:30 p.m.—C.M.&S.A. Dinner Dance, Terrace Casino, Hotel Morrison

SUNDAY, FEBRUARY 22

8 a.m.—Breakfast Meeting of N.C.A. Legislative Committee, Room 1, Conrad Hilton

8 a.m.—Breakfast Meeting of N.C.A. Raw Products Committee and TAC, Room 8, Conrad Hilton

8:30 a.m.—Breakfast Meeting of Cooperative Processors Association, Room 3, Conrad Hilton

10 a.m.—N.C.A. Marketing Session, Room 2, Conrad Hilton

10 a.m.—N.C.A. Raw Products Session, Bel Air Room, Conrad Hilton

12 m.—Luncheon Meeting of N.C.A. Claims Committee, Room 8, Conrad Hilton

12 m.—N.C.A. Marketing Luncheon, Waldorf Room, Conrad Hilton

12 m.—N.C.A. Raw Products Luncheon, Beverly Room, Conrad Hilton

12 m.-6 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton

6:30 p.m.—Dinner Meeting of Raw Products Committee and TAC, Room 3, Conrad Hilton

7 p.m.—N.C.A. Scientific Research Committee Smoker, Astoria Room, Conrad Hilton

7:30 p.m.—Old Guard Party, Sheraton-Blackstone

MONDAY, FEBRUARY 23

8 a.m.—Breakfast Meeting of N.C.A. Procurement Committee, Room 1, Conrad Hilton

9 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton

10 a.m.—N.C.A. Procurement Session, Room 2, Conrad Hilton

10 a.m.—N.C.A. Raw Products Session, Bel Air Room, Conrad Hilton

12 m.—N.C.A. Research Luncheon, Beverly Room, Conrad Hilton

12 m.—N.C.A. Food Editors Luncheon, Waldorf Room, Conrad Hilton

7:30 p.m.—Young Guard Society Banquet, Terrace Casino, Hotel Morrison

NATIONAL CANNERS ASSOCIATION

Preliminary Program

52d Annual Convention

CHICAGO—FEB. 19-24, 1959

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Saturday, February 21

10 a.m.—Annual Meeting

Presiding: EDWARD E. BURNS, President, National Canners Association

Invocation:

Greetings: President BURNS

Report of the Nominating Committee: WILLIAM U. HUDSON, Chairman

Election of Officers

Report of the Resolutions Committee: GEORGE B. MORRILL, JR., Chairman

Address:
L. R. BOULWARE, Vice President, General Electric Company, New York City

Address:
SIGURD ANDERSON, Federal Trade Commission, Washington, D. C.

Installation of 1959 Officers

12 noon—Research Luncheon

New Containers and Container Problems

Presiding: C. L. RUMBERGER, Chairman, N.C.A. Scientific Research Committee

Address: "The Status of Aluminum Cans for Food"—E. F. EIKE, L. P. GOTSCH and K. W. BRIGHTON, American Can Co., Barrington, Ill.

Address: "Tailor-made Containers for Foods" G. T. PETERSON, Continental Can Co., Inc., Chicago

Address: "External Corrosion of Canned Foods in Marine Transportation"—RUSSELL C. PHILLIPS, Stanford Research Institute, Menlo Park, Calif.

12 noon—Marketing Luncheon

The Market Potential for Canned Foods

Address:
ARNO JOHNSON, Vice President, J. Walter Thompson Company, New York City

Address:
MRS. ENID HAUPT, Editor and Publisher of *Seventeen* Magazine

12 noon—Fisheries Luncheon

Presiding: MONTGOMERY PHISTER, Chairman, N.C.A. Fishery Products Committee

Address: "Law of the Sea"—LOFTUS E. BECKER, Legal Adviser, U. S. Department of State

Sunday, February 22

10 a. m.—Marketing Sessions

Multiple Packaging for Canned Foods

A panel of speakers reporting on findings of recent studies designed to determine the place of multiple packaging in canned foods merchandising

10 a.m.—Raw Products Session

Panel Discussion on Raw Product Quality Evaluation

Presiding: FRED S. WYATT, Chairman, N.C.A. Raw Products Committee

Discussion: "Influence of Maturity and Ripening on Quality of Peaches and Pears"—SHERMAN LEONARD, California Experiment Station, Davis

Discussion: "Measurement of Tomato Color, Defects and Internal Quality"—DR. ARTHUR P. SIDWELL, Agricultural Marketing Service, USDA, Beltsville, Md.

Discussion: "Factors Influencing Quality of Apple Slices and Sauce"—DR. ROBERT W. WILEY, Maryland Experiment Station, College Park

Discussion: "Objective Measurements of Raw Lima Bean Quality"—DR. AMIHUD KRAMER, Maryland Experiment Station, College Park

Discussion: "Raw Product Quality Measurements of Sweet Corn"—Dr. AMIHUD KRAMER, Maryland Experiment Station, College Park, and Dr. WILBUR A. GOULD, Ohio Experiment Station, Columbus

12 noon—Raw Products Luncheon

Panel Discussion: Industry Appraisal of Recent Developments in Raw Product Handling

Presiding: MAX D. REEDER, Chairman, N.C.A. Raw Products Technical Advisory Committee

Discussion on Tomatoes—W. H. SCHILBE, Libby, McNeill & Libby, and A. W. HOGUET, Campbell Soup Co.

Discussion on Cherries—RAY T. FLOATE, Michigan Fruit Canners, Inc.

Discussion on Apples, Beans, Beets—BEN MILES, Alton Canning Co., Inc.

Discussion on Spinach, Carrots, Squash, Peas—NORM REATH, Gerber Products Co.

12 noon—Marketing Luncheon

How To Increase Marketing Efficiency

Address:
GEORGE N. GRAF, General Manager, Quality Bakers of America, New York City

Monday, February 23

10 a.m.—Raw Products Session

Panel Discussion on Current Developments in the Breeding of Canning Crops

Presiding: P. K. SHOEMAKER, N.C.A. Raw Products Committee

Discussion: "Breeding Dwarf Tomatoes for Mechanical Harvesting"—Dr. E. F. STEVENSON, Purdue University, Lafayette, Ind.

Discussion: "Type and Quality Requirements of the Tomato Canning Industry"—a panel of industry representatives

Discussion: "Tomato Breeding Objectives of the Agricultural Experiment Stations and the USDA"—Dr. C. H. MAHONEY, Director, N.C.A. Raw Products Research Bureau

Discussion: "Breeding Disease-resistant Peas" Dr. DON W. BARTON, New York Experiment Station. Geneva

Discussion: "Breeding Carrots and Beets"—Dr. W. H. GABELMAN, Wisconsin Experiment Station, Madison

Discussion: "Breeding Peaches and Pears"—Dr. EDWIN A. CROSBY, N.C.A. Raw Products Research Bureau

10 a.m.—Procurement Session

The Government Market for Canned Foods

Presiding: ALFRED J. STOKELY, Chairman, N.C.A. Procurement Committee

Address: "Feeding the Armed Forces"—Maj. Gen. HUGH MACKINTOSH, Executive Director, Military Subsistence Supply Agency, Chicago

Address: "The Federal School Lunch Program"—ROY W. LENNARTSON, Deputy Administrator, Agricultural Marketing Service, USDA

Address: "Veterans Administration"—C. C. HOSKINSON, Chief, Hospital and Technical Section, Supply Service, VA

Address: "State Agencies as Canned Food Buyers"—C. L. MAGNUSON, Supervisor of Purchases, State of Connecticut

12 noon—Research Luncheon

Canned Foods Problems Clinic

Moderator: Dr. IRA I. SOMERS, Director, N.C.A. Research Laboratories

A panel of experts from the National Canners Association Research Laboratories and the container companies will discuss problems encountered in the industry during the past year and will be prepared to answer questions from the floor.

Among the topics to be considered are lye peeling of tomatoes and its effect and processing, effect of use of iodized salt on container corrosion, retort venting, labeling low-sodium foods, extraneous material in foods, spoilage, acidification of tomatoes. This will be a closed session with no detailed report so that packers can feel free to raise questions and discuss their problems.

12 noon—Food Editors Conference

Presiding: KATHERINE R. SMITH, Director, N.C.A. Consumer Service Division

Address: "Government Activities Affecting Canned Foods Consumers"—R. B. HEINEY, Assistant to the Secretary, National Canners Association

Address: "Economic Trends Favoring Canned Foods Consumption"—CARLOS CAMPBELL, Executive Secretary, National Canners Association.

Address: "How the Canning Industry Makes Use of a Canned Foods Editorial Feature"—GEORGE ANDERSON, Dudley - Anderson-Yutzy

Asparagus for Processing

Regional Group and State	Production 1957	Production 1958	Price per Ton 1957	Price per Ton 1958
	(tons)	(tons)	(dollars)	(dollars)
Early Spring:				
South Carolina	.....	.....	.....	.....
California	50,600	59,400	168.00	190.00
Mid-Spring:				
Washington	15,000	11,300	170.00	190.00
Oregon	420	450	187.00	180.00
Group total	15,420	11,750	169.60	189.60
Late Spring:				
New Jersey	20,070	19,300	199.00	199.00
Illinois	6,800	6,200	206.00	193.00
Michigan	7,300	6,600	250.00	198.00
Delaware	2,500	2,550	224.00	205.00
Maryland	2,180	2,280	228.00	218.00
Other states[1]	3,590	3,140	242.70	204.50
Group total	42,440	40,070	217.70	199.80
U. S. Total	114,460	111,220	186.60	193.50

[1] N. Y., Pa., Ohio, Ind., Wis., Minn., Iowa, Mo., Nebr., Va., Ark., and Idaho.

Beets for Canning

State	Harvested Acreage 1957	Harvested Acreage 1958	Production 1957	Production 1958	Price per Ton[1] 1957	Price per Ton[1] 1958
	(acres)		(tons)		(dollars)	
New York	4,400	4,200	51,900	44,500	20.60	19.80
Michigan	700	750	5,800	6,400	18.40	16.80
Wisconsin	6,600	5,800	58,100	56,800	16.60	15.50
Oregon	1,600	1,300	23,800	16,900	21.60	22.50
Other states[2]	3,950	3,810	24,000	22,000	19.71	18.00
U. S. Total	17,250	15,860	163,600	148,600	19.11	18.02

[1] Season average price received by growers. [2] Calif., Colo., Del., Ill., Ind., La., Md., Minn., N. J., Ohio, Okla., Pa., Tenn., Texas, Utah, and Wash.

Cucumbers for Pickles

State	Harvested Acreage 1957	Harvested Acreage 1958	Production 1957	Production 1958	Price per Bushel[1] 1957	Price per Bushel[1] 1958
	(acres)		(1,000 bushels)		(dollars)	
Ohio	1,500	1,900	198	258	1.75	1.45
Indiana	1,600	1,200	232	162	1.05	.95
Michigan	38,000	28,200	4,626	4,145	1.20	1.20
Wisconsin	20,400	17,300	2,244	1,644	1.35	1.35
Minnesota	1,800	2,000	144	166	1.05	1.20
Iowa	320	300	68	55	1.10	1.00
Missouri	600	300	36	48	1.25	1.35
Delaware	500	850	105	166	1.60	1.50
Maryland	2,300	2,600	483	624	1.40	1.25
Virginia	2,600	3,600	156	302	1.20	1.00
North Carolina	16,300	18,800	1,222	1,654	1.10	1.20
South Carolina	3,600	2,100	155	118	1.10	1.15
Texas	6,600	5,900	462	472	1.35	1.35
Colorado	1,900	1,800	711	666	1.45	1.30
Washington	1,300	1,000	364	380	1.50	1.30
Oregon	900	600	162	168	1.55	1.35
California	3,300	2,900	1,386	1,189	1.25	1.25
Other states[2]	25,700	27,710	2,455	2,649	1.45	1.44
U. S. Total	129,280	119,060	15,409	14,866	1.30	1.28

[1] Season average price received by growers. [2] Ala., Ariz., Ark., Conn., Fla., Ga., Ill., Ky., La., Maine, Mass., N. H., N. J., N. Y., Okla., Pa., S. D., Tenn., and Utah.

Cabbage for Sauerkraut

State	Harvested Acreage 1957	Harvested Acreage 1958	Production 1957	Production 1958	Price per Ton[1] 1957	Price per Ton[1] 1958
	(acres)		(tons)		(dollars)	
New York	4,100	4,000	63,600	75,600	17.40	9.40
Ohio	1,100	1,400	17,600	24,600	12.20	12.00
Indiana	700	600	8,800	10,200	13.00	11.80
Wisconsin	3,100	3,400	43,400	51,300	11.80	11.40
Other states[2]	2,460	2,780	37,000	44,200	16.40	14.50
U. S. Total	11,460	12,180	170,400	205,900	15.00	11.40

[1] Season average price received by growers. [2] Colo., Fla., Idaho, Ill., Iowa, Md., Mich., Minn., Mo., N. J., N. C., Ore., Pa., Tenn., Texas, Utah, Va., and Wash.

Lima Beans for Processing

State	Harvested Acreage 1957	Harvested Acreage 1958	Production 1957	Production 1958	Price per ton[1] 1957	Price per ton[1] 1958
	(acres)		(tons)		(dollars)	
New York	1,500	1,100	1,520	1,310	161.70	150.30
Pennsylvania	2,900	2,000	1,550	1,510	142.10	136.20
Michigan	1,200	1,500	730	880	105.30	108.50
Wisconsin	5,300	4,300	5,460	3,780	125.90	113.80
Delaware	17,300	18,700	10,470	13,560	144.30	138.00
Maryland	3,000	3,100	1,830	2,450	129.60	114.90
Virginia	2,500	750	1,500	570	133.00	120.40
Washington	700	1,000	1,000	1,120	153.20	142.70
California	29,900	23,700	45,600	40,530	146.70	146.90
Other states[2]	26,350	25,430	22,890	23,030	135.40	140.60
U. S. Total	90,650	81,580	92,650	88,740	141.80	140.90
For freezing	61,530	52,530	67,780	65,370	146.20	145.90
For canning and other processing	29,120	29,050	24,870	23,370	129.90	126.80

[1] Season average price received by growers. [2] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Ohio, Okla., Ore., Tenn., and Utah.

Snap Beans for Processing

State	Harvested Acreage 1957	Harvested Acreage 1958	Production 1957	Production 1958	Price per ton[1] 1957	Price per ton[1] 1958
	(acres)		(tons)		(dollars)	
Maine	2,100	2,000	5,700	4,200	102.50	94.00
New York	37,300	34,000	67,100	54,400	112.60	105.00
Pennsylvania	6,100	5,800	11,600	13,300	126.30	110.40
Michigan	6,800	7,000	9,500	11,200	111.00	101.40
Wisconsin	20,000	21,700	30,000	30,400	101.00	91.20
Delaware	2,900	3,400	3,200	4,800	96.70	99.40
Maryland	9,400	10,000	14,100	17,000	104.20	102.50
Virginia	2,800	3,300	4,200	5,600	100.20	107.00
North Carolina	3,900	4,600	9,000	9,200	126.00	111.50
South Carolina	900	800	1,100	800	105.00	105.00
Florida[2]	13,200	8,200	23,060	15,150	124.50	118.20
Tennessee	6,700	7,300	14,700	16,100	126.00	108.00
Arkansas	3,500	3,100	5,600	6,200	107.40	90.70
Louisiana	370	700	180	600	94.00	104.80
Oklahoma	2,600	3,800	4,400	5,700	95.00	90.20
Texas	8,000	9,200	11,200	13,400	85.00	92.50
Colorado	1,400	1,700	5,200	6,300	97.40	86.20
Washington	1,900	1,800	10,600	11,000	129.90	125.50
Oregon	10,600	10,700	86,000	88,800	129.70	129.20
California	3,000	3,200	24,000	27,200	127.20	124.90
Other states[3]	10,210	8,760	20,870	19,500	111.30	111.30
U. S. Total	153,380	151,060	361,310	365,850	117.00	111.40
For freezing	33,200	34,810	84,800	96,700	124.90	122.20
For canning and other processing	120,180	116,250	276,510	269,150	114.50	107.50

[1] Season average price received by growers. [2] Sum of estimates by seasonal groups. [3] Ala., Ga., Idaho, Ill., Ind., Iowa, Ky., Minn., Miss., Mo., Nebr., N. H., N. J., N. M., Ohio, Utah, Vt., and Wyo.

Annual USDA Crop Summary

(Concluded from page 343)

19 percent above the 1947-56 average. The 1958 total of 7.46 million tons compares with 6.81 million tons produced last year and the 10-year average of 6.25 million tons. The 1958 total is nearly 11 percent less than the 1956 record large aggregate production of 8.38 million tons.

The yields obtained in 1958 exceeded last year's yields for green lima beans, snap beans, kraut cabbage, pickling cucumbers, green peas, and tomatoes. Yields were down slightly for asparagus for processing, canning beets, sweet corn, and spinach.

Processing tomato tonnage this year, estimated at 4,257,700 tons, practically equaled the record large 1951 crop of 4,258,000 tons. Snap bean production of 365,800 tons exceeded the previous 1957 record large output of 361,300 tons by only 1 percent. Kraut cabbage production of 205,900 tons exceeded by 21 percent the 1957 crop of 170,400 tons but has been exceeded as recently as 1956 when 258,900 tons were cut for sauerkraut.

Of the seven other crops for processing, the estimated 1958 production of asparagus was 3 percent less than last year's, green lima beans and cucumbers for pickles were down 4 percent, beets for canning were down 9 percent, spinach was down 12 percent, and both green peas and sweet corn were 13 percent less than in 1957.

The value of the 10 processing vegetables in 1958 was reported at $280.0

Sweet Corn for Processing

State	Harvested Acreage 1957	1958	Production[1] 1957	1958	Price per ton[2] 1957	1958
	(acres)		(tons)		(dollars)	
Maine	4,800	3,800	23,000	18,600	24.70	23.40
New York	20,200	19,600	74,700	67,400	21.90	21.00
Pennsylvania	11,500	8,500	21,800	27,200	23.00	22.30
Ohio	6,200	4,700	16,100	12,300	16.80	16.50
Indiana	21,200	18,000	50,900	38,300	17.20	16.40
Illinois	60,300	51,900	215,300	176,500	20.70	19.20
Wisconsin	115,000	98,500	350,800	272,800	18.50	17.50
Minnesota	94,800	82,300	361,200	291,300	18.20	16.30
Iowa	18,900	9,000	64,300	33,800	18.60	17.80
Delaware	4,600	4,300	9,100	14,200	20.10	18.30
Maryland	24,600	28,000	41,800	92,400	19.60	19.20
Idaho	10,900	10,100	61,000	58,900	20.40	18.70
Washington	15,600	13,500	87,400	68,300	21.70	20.60
Oregon	15,100	15,200	80,800	76,300	27.60	25.60
Other states[3]	18,010	18,060	66,300	74,100	21.40	20.30
U. S. Total	441,910	385,460	1,534,800	1,322,400	19.90	18.80
For freezing	63,960	58,280	246,210	233,720	22.20	21.30
For canning and other processing	377,950	327,180	1,278,290	1,088,680	19.50	18.20

[1] Tonnage in husk. [2] Season average price received by growers. [3] Ark., Calif., Colo., La., Mich., Mont., Nebr., N. H., N. J., Okla., S. D., Tenn., Texas, Utah, Vt., Va., and Wyo.

Green Peas for Processing

State	Harvested Acreage 1957	1958	Production 1957	1958	Price per Ton[1] 1957	1958
	(acres)		(tons)		(dollars)	
Maine	7,100	5,800	10,400	7,400	93.00	86.00
New York	15,500	11,000	20,000	16,610	99.40	95.70
Pennsylvania	10,500	6,800	10,500	9,350	121.00	114.00
Indiana	2,300	2,300	1,670	2,180	91.20	74.50
Illinois	30,300	24,200	41,810	40,660	108.40	102.80
Michigan	5,500	4,900	5,970	6,300	81.40	95.80
Wisconsin	131,800	108,100	164,090	137,830	83.20	84.10
Minnesota	54,800	45,000	63,840	62,100	92.30	94.50
Delaware	6,000	5,500	5,970	8,250	115.00	123.00
Maryland	10,400	7,200	9,980	11,520	92.80	88.10
Virginia	2,100	850	1,160	1,000	94.40	99.00
Idaho	10,400	9,700	11,130	11,110	87.40	81.30
Washington	75,000	72,600	99,750	88,210	86.10	83.20
Oregon	63,900	52,000	71,250	54,600	86.20	77.20
California	8,800	5,000	13,550	7,050	72.90	71.00
Other states[2]	20,110	16,950	26,610	20,290	96.40	96.70
U. S. Total	454,510	377,900	557,680	484,460	89.50	88.20
For freezing	126,070	103,820	159,600	136,500	91.20	88.10
For canning and other processing	328,440	274,080	398,080	347,960	88.80	88.30

[1] Season average price received by growers. [2] Ark., Colo., Iowa, Kans., Mo., Mont., Nebr., N. J., Ohio, Okla., Tenn., Utah, W. Va., and Wyo.

Spinach for Processing

Seasonal Group and State	Harvested Acreage 1957	1958	Production 1957	1958	Price per ton[1] 1957	1958
	(acres)		(tons)		(dollars)	
Winter:						
Florida	800	500	3,700	1,800	35.00	31.60
Early Spring:						
California	9,400	5,700	67,700	38,800	24.00	24.40
Late Spring:						
New York	1,000	900	8,900	8,000	34.30	33.50
Arkansas	3,500	3,700	7,000	7,400	53.00	50.10
Oklahoma	3,200	3,900	8,300	11,700	49.00	48.60
Washington	180	120	900	1,000	32.50	33.30
Other states[2]	9,200	7,480	23,800	23,600	58.30	60.00
Group total	17,080	16,100	48,900	51,700	51.10	51.40
Fall:						
Arkansas	800	1,000	1,800	2,500	50.00	50.00
Oklahoma	800	1,300	1,900	3,100	50.00	50.00
Washington	500	560	4,600	4,600	28.40	29.30
California	500	1,600	2,500	10,100	29.60	30.20
Other states[3]	3,000	3,110	8,800	11,200	74.50	62.70
Group total	5,600	7,570	19,600	31,500	53.40	45.10
U. S. Total	32,880	29,870	139,900	123,800	37.90	41.10

[1] Season average price received by growers. [2] Del., Md., Mich., N. J., Pa., Tenn., Texas, Va., and Wis. [3] Md., N. J., N. Y., Pa., Tenn., and Va.

Tomatoes for Processing

State	Harvested Acreage 1957	1958	Production 1957	1958	Price per Ton[1] 1957	1958
	(acres)		(tons)		(dollars)	
New York	13,500	10,600	118,800	101,800	35.10	31.60
New Jersey	21,000	19,900	172,200	250,700	35.80	32.90
Pennsylvania	18,500	19,500	112,800	243,800	34.10	32.40
Ohio	20,100	22,600	176,900	223,700	27.80	28.50
Indiana	27,600	29,000	209,800	211,700	27.00	27.20
Illinois	9,000	10,300	97,200	140,100	31.10	30.40
Michigan	8,200	7,400	73,800	94,000	28.50	27.60
Wisconsin	600	800	5,300	7,000	30.00	30.00
Iowa	1,600	1,600	10,700	15,500	28.90	28.80
Missouri	1,600	1,400	2,700	4,200	31.20	30.60
Delaware	3,400	2,900	29,600	33,400	34.20	33.10
Maryland	9,900	12,600	52,500	94,500	34.60	31.10
Virginia	8,500	12,000	38,200	48,000	33.80	29.40
South Carolina	1,800	1,700	3,600	3,400	30.00	30.00
Florida[2]	6,500	8,000	35,700	35,200	24.60	24.10
Kentucky	1,100	1,300	4,400	4,800	25.90	25.90
Arkansas	2,000	2,700	6,000	8,100	34.50	33.00
Texas	9,500	19,000	32,300	72,200	24.00	24.50
Colorado	2,400	2,900	21,600	20,900	23.60	25.00
Utah	5,900	2,000	70,200	14,000	23.00	23.80
California	128,700	145,000	2,020,600	2,610,000	21.90	22.80
Other states[3]	3,620	3,850	19,600	20,700	28.00	25.30
U. S. Total	305,020	337,050	3,314,500	4,257,700	25.90	25.50

[1] Season average price received by growers. [2] Sum of estimates by seasonal groups. [3] Ala., Ari ., Conn., Idaho, Kans., La., Minn., Miss., Nebr., N. M., N. C., Okla., Ore., Tenn., Wash., and W. Va.

million, compared with $271.6 million in 1957 and $250.7 million for the 10-year average.

The rank in 1958 of the leading states growing vegetables for processing is shown below:

Acreage

Rank	State	Percent of total
1.	Wisconsin	16.1
2.	California	14.7
3.	Minnesota	8.3
4.	Washington	6.3
5.	Illinois	6.0

Production

Rank	State	Percent of total
1.	California	37.8
2.	Wisconsin	8.0
3.	New York	5.0
4.	Illinois	5.0
5.	Minnesota	4.8

Value

Rank	State	Percent of total
1.	California	29.8
2.	Wisconsin	8.4
3.	Oregon	6.6
4.	New Jersey	5.7
5.	New York	5.1

Fruits

The aggregate production of 15 non-citrus fruits (not including strawberries) totaled 9,208,000 tons, 3 percent more than in 1957 and 2 percent above average.

Tonnage of apples and peaches was above last year's and above average. Similarly above last year and above average were grapes, cranberries, and olives. Although the 1958 fig crop was greater than last year, it was below average. Production of the following crops was below both 1957 and average: pears, sweet cherries, sour cherries, plums, prunes, and apricots.

Production of citrus crops for 1958-59 is expected to be 10 percent more than for 1957-58, and 2 percent above average.

Crop	Unit	Production 1957	Production 1958
		(thousands)	
Apples	bu.	115,548	124,717
Apricots	ton	190	108
Cherries, sour	ton	147	102
Cherries, sweet	ton	93	86
Cranberries	bbl.	1,050	1,127
Figs (not dried)	ton	10	11
Grapefruit	box	39,780	42,500
Olives (Calif.)	ton	37	70
Oranges	box	111,155	126,635
Peaches	bu.	61,518	70,120
Pears	bu.	31,076	28,774
Plums	ton	88	70
Prunes, canned	ton	15	14

	Production 1957	Production 1958	Percent change from 1957
	(thousand tons)		
28 crops for fresh market	10,241	10,614	+10
16 crops for processing	6,809	7,465	+4

Other Crops

Potato production in 1958 was 10 percent above the 1957 total and 15 percent above average, reaching the fourth largest of record.

But sweet potato production was slightly less than the 1957 crop and 12 percent below the 1949-56 average. Increases over last year were reported in Kansas, Maryland, Virginia, Louisiana, Oklahoma, and Texas, while decreases occurred in North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, and California. The 1958 season was generally favorable for growing sweet potatoes. The yield per acre, at 65.5 hundredweight, is a record, topping the 1957 record of 62.2 hundredweight per acre.

Dry bean production in 1958 was the fourth largest crop of record, 21 percent above the 1957 crop and 13 percent larger than the 10-year average. Production of beans by classes shows pea beans the leading variety this year at 5,110,000 bags, of which Michigan accounted for 4,947,000 bags. Pinto beans dropped to second place in 1958 with a production of 4,791,000 bags, down 2 percent from 1957. Great Northern beans totaled 1,909,000 bags, up 27 percent. Small red beans were up 102 percent over 1957, due to a large increase in production in Washington.

The 1958 production of dry peas was 26 percent less than the 1957 crop and 28 percent below average. Output of dry cowpeas totaled 1,561,000 bushels, a tenth larger than last year but only 70 percent of the 10-year average.

Crop	Unit	Production 1957	Production 1958
		(thousands)	
Beans, dry edible	bag	15,626	18,981
Peas, dry	bag	3,326	2,475
Potatoes	cwt.	239,539	263,782
Potatoes, sweet	cwt.	17,467	17,434
Rice	bag	42,935	47,015
Wheat, durum	bu.	39,680	22,077

1958 Pack of Canned Pears

The 1958 pack of canned pears totaled 9,777,495 actual cases compared with the 1957 pack of 10,772,094 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/2½'s, the 1958 pack amounted to 7,883,346 cases compared with 8,568,020 cases in 1957.

State	1957	1958
	(actual cases)	
Wash. and Ore.	4,378,851	4,356,733
California	5,922,788	4,735,742
Other states	470,455	685,020
U. S. Total	10,772,094	9,777,495

1958 Pack of Tomato Juice

The 1958 pack of tomato juice totaled 32,620,613 actual cases compared with the 1957 pack of 28,483,261 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/2's, the 1958 pack amounted to 37,467,126 cases compared with 32,589,549 cases in 1957.

Container size	Units per case	1957	1958
		(actual cases)	
Indiv. 5–6 oz.	48	3,307,172	3,158,715
8 oz.	48	341,518	445,912
211 Cyl.	48	1,448,581	1,343,308
No. 300	48	824,250	958,316
No. 303	24	970,285	931,285
No. 2	24	2,985,500	3,809,685
No. 3 Cyl.	12	16,392,428	18,680,244
No. 10	6	600,042	518,806
Misc. tin	..	446,796	1,256,322
Glass	..	1,166,689	1,518,020
U. S. Total		28,483,261	32,620,613

Stocks of Canned Foods on Dec. 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, RSP cherries, corn, and peas on December 1 and season shipments to that date have been issued by the N.C.A. Division of Statistics.

	Case basis	Carry-over month	Supply 1957–58	Supply 1958–59	Canner's Stocks Dec. 1 1957	Canner's Stocks Dec. 1 1958	Season Shipments to Dec. 1 1957	Season Shipments to Dec. 1 1958
			(thousands of cases)					
Apples	6/10	Sept.	3,653	3,836	2,668	2,364	985	1,472
Applesauce	actual	Sept.	14,002	15,578	9,764	10,212	4,238	5,366
RSP cherries	actual	July	3,895	2,851	1,872	1,369	1,933	1,482
Corn	actual	Aug.	43,149	37,258	30,074	24,666	13,075	12,592
Peas	actual	June	41,708	41,605	24,489	26,293	17,219	15,312

1958 Pack of Tomatoes

The 1958 pack of canned tomatoes totaled 29,604,341 actual cases compared with the 1957 pack of 20,894,969 cases, according to a report by the N.C.A. Division of Statistics.

The total supply of canned tomatoes available for the 1958-59 marketing season is 29.6 million cases, almost 5 million more than the 24.8 million cases available a year ago. These totals include the July 1 carryover together with the pack, except that the spring pack of 2.7 million cases in the South is excluded.

Despite the increase in the pack of 24/2's, the total supply of that can size is 230,000 cases less than a year ago. This is the only can size for which the supply this season is below that of a year ago.

The 17.1 million cases of 24/303's in the 1958-59 supply accounts for 58 percent of the total supply of all canned tomatoes. The 5.2 million cases of 24/2½'s account for about 17½ percent of the total supply. This year's supply of No. 10 cans, at 5.8 million cases, represents about 19½ percent of the total supply, and more than 60 percent of the supply of 6/10's is either Fancy or Extra Standard quality.

The Northeast is the only region where the supply for the current marketing season is less than the supply available a year ago. The Middle Atlantic states have the largest increase over last year for any region; the total supply of 7.7 million cases compares with total 1957-58 shipments of 7.0 million cases. The total supply of 14.9 million cases in the West is the equivalent of 14½ months' supply and 2.4 million cases greater than shipments by Western canners last season.

A special summary of the supply situation for canned tomatoes was sent to all tomato canners last week by the N.C.A. Statistics Division. Additional copies are available.

CANNERS' SUPPLY OF CANNED TOMATOES, BY CAN SIZE AND REGION

Can Size and Region	Supply 1957-58	Supply 1958-59	Difference
	(*thousands of actual cases*)		
U. S. Total	24,771	29,622	+4,851
24/2	657	427	−230
48/1P	580	650	+70
24/303	13,462	17,116	+3,654
24/2½	4,569	5,230	+661
6/10	5,188	5,813	+625
Northeast	507	453	−54
Middle Atlantic	5,129	7,663	+2,534
Midwest	3,353	3,613	+260
South	2,211	2,987	+776
West	13,571	14,906	+1,335

1958 PACK OF TOMATOES BY STATES

State	1957	1958
	(*actual cases*)	
New York	377,271	384,398
Md. and Del.	3,535,893	5,880,398
New Jersey	123,531	254,879
Pennsylvania	208,547	405,308
Va. and W. Va.	554,907	1,061,162
Ohio	868,118	1,066,001
Indiana	1,263,966	1,965,373
Tenn. and Ky.	60,025	28,024
Ozarks*	610,642	713,818
Florida	1,478,356	1,073,530
Texas	866,226	2,304,437
Colo.	235,920	189,292
Utah	645,831	112,782
California	9,651,914	13,507,974
Other states	421,822	716,965
U. S. Total	20,894,969	29,604,341

* Includes Ark., Mo., and Okla.

1958 PACK OF TOMATOES BY CAN SIZE

Can Size	1957 (*thousands of actual cases*)	1958 (*thousands of actual cases*)	1957 Percent of total pack	1958 Percent of total pack
24/2	374	395	2	1
48/8Z	250	329	1	1
48/1P	658	801	3	3
24/303	11,972	17,607	57	59
24/2½	3,577	4,855	17	16
6/10	4,048	5,600	19	19
Misc.	16	17	(a)	1

1958 PACK OF TOMATOES BY GRADE

Grade	1958 (*thousands of actual cases*)	1958 Percent of total pack
Fancy	4,997	17
Ext. Std.	8,670	30
Standard	14,944	50
Italian	793	3

Seasonal Sales Patterns

The seasonal sales patterns of canned foods as reported in the N.C.A.'s Philadelphia Project Report No. 5 were the subject of the December issue of the *Canned Foods Merchandiser Digest*, the monthly four-page tabloid paper published by Continental Can Company. The *Digest* is distributed to 115,000 food retailers, wholesalers, brokers and canners.

The year-round stability of canned food sales is the dramatic story told by N.C.A.'s Report No. 5, the *Digest* points out. Each category—fruits, vegetables, juices, meat and poultry, seafood, specialties and dietetic foods—is represented in the publication with photos of top selling items featured according to their ranking in the N.C.A. report, fifth in this Consumer and Trade Relations series.

Canned Foods Approved

Edward Mulhare, leading man of "My Fair Lady," endorsed canned foods as a source of a safe, healthful and varied diet, in a recorded radio interview broadcast on December 10 over 206 stations in 48 states. It was the second in a series called "Personalities in Print," arranged by Dudley-Anderson-Yutzy, N.C.A.'s public relations counsel for the Consumer and Trade Relations Program.

Mr. Mulhare reported that he was a heavy consumer of canned foods, both at his home in Britain and in this country. He especially valued their imperishability, insuring freedom from worry about spoilage. He stressed also the variety available, naming asparagus, artichokes, mushrooms, and caviar as among the specialty items he favors. The interview brought out also his conviction that Americans get a wonderful start on the road to good health through their use of canned baby foods.

The next celebrity scheduled for a canned foods broadcast in this series is Hermione Gingold, stage and TV comedienne.

Farm Broadcasters Get Map

A Canner's View of the United States, the map illustrating the origins of the nation's canned foods, with the states scaled to the size of their production, has been mailed to 251 radio and television stations which broadcast programs by members of the National Association of Television and Radio Farm Directors. The map and an accompanying script for use by the broadcasters were prepared as one of the projects of the current N.C.A. Consumer and Trade Relations Program.

The script is a cue sheet, with suggested language, enabling the broadcaster to present a colorful and interesting program, which stresses the importance of canning to growers and consumers. Included in the text are quotes from the remarks by Secretary Benson when he saluted the canning industry on behalf of the USDA last September.

Plans for 1960 Censuses

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, presided as chairman at a meeting with Bureau of the Census officials and the Census Advisory Committee of the American Marketing Association. The Census officials met with the A.M.A. committee to review plans for the 1960 censuses.

McCall's Supermarket Month Poster Mailed to Members

Copies of the display banner featuring nearly 40 different canned foods in about 1,400 nationwide retail supermarket outlets during January Supermarket Month were mailed to N.C.A. members and others on the Consumer and Trade Relations list this week. The banners are a blownup enlargement of the January editorial feature in *McCall's* magazine, and distribution to the supermarket operators is being made by the magazine.

One feature of the display is the fact that the background against which the special canned foods dishes are shown is the list of more than 1,000 different items enumerated in *The Almost Complete Canner*, one of the Consumer and Trade Relations pamphlets issued to food editors this year.

Along with copies of the poster an announcement to members was issued by Executive Secretary Carlos Campbell pointing out that canned foods make a logical promotion group for Supermarket Month, since they are "recognized as the mainstay of the convenience food category." The mailing also contained the names of 21 more supermarket operators that will display the canned foods feature. Added to the November 4 listing, these bring the total up to 1,391.

Western Family

Appearing in the December-January issue of *Western Family* magazine is the article "Good Time Meals with A Light Touch." It features many canned foods in the recipes and menu suggestions.

"Be a carefree hostess and enjoy yourself with these fix-and-forget dishes," says Genevieve Callahan, an outstanding home economist and author of the article. Main dish recipes are given for buffet suppers, feasting a crowd, a no-trouble dinner, and a candlelight supper for four. The six recipes include the following canned foods: consomme or bouillon, mushrooms, turkey or chicken, green chili peppers, condensed cream of chicken soup, kidney beans, black-eye peas, stewed tomatoes, hamburgers in gravy, sauerkraut, catsup, chili sauce, tomato paste, and fried noodles. In addition, the menu suggestions include canned peaches, pears, purple plums, and ripe olives.

Western Family is a West Coast publication, distributed both through subscription and in supermarkets.

Look Magazine

Marilyn Kaytor, food editor, features canned foods in an article in the December 9 issue of *Look* magazine. "Picnic In The Snow" is especially for winter-sports fans, hunters and boot-borne hikers.

Miss Kaytor says, "Condensed foods are compact and can be mixed with clean, freshly melted snow. Canned foods are handy because they may be heated in the cans after they are opened, thus keeping utensils to a minimum."

The article continues with suggestions for meal needs. For main courses, "Canned sausages, frankfurters, ham sticks, hamburgers, pork and beans, beans and franks, meat spreads, luncheon meats, chili, hash, stews, chop suey, spaghetti and meat balls, tamales may be heated in the can and made into hot sandwiches, or served with canned sauce (tomato, barbecue, marinara, taco)."

Vegetables and fruits: "Canned vegetables may be heated in the can. You may add a dash of brandy, combine with canned meat sauce, or chill in the snow for salad. Canned fruit may also be heated in the can, or chilled in the snow."

Soups: "Concentrated turkey, chicken and beef noodle, minestrone, vegetable, chili, chicken-gumbo soups need no dilution, may be heated in the can."

Nibbles and desserts: "Canned crepes suzette and babas pack easily."

Vacuum-bottle ideas include recipes for Spanish green beans using condensed tomato soup and canned green beans, Corned Beef and Cabbage using canned corned beef and sauerkraut, and Macaroni-Meat Dish combining macaroni and cheese (or hot potato salad) with franks, dried or corned beef, canned chicken or tuna.

On-the-spot ideas: Tortilla Sandwiches with canned tortillas and taco, barbecue or marinara sauce, and Fondue Dip with canned cheese fondue are featured in on-the-spot ideas.

The feature is attractively illustrated with one color photograph showing a group serving hot "spiked" oyster soup from a ski table, and another color photograph has food, including canned chili, arranged on a ski table. A black and white photograph shows canned barbecue sauce being sprayed on precooked chicken as it is reheated over an outdoor fire.

A special bulletin describing the *Look* feature and pointing up its value to canned foods merchandising was mailed this week to N.C.A. members and others on the C.&T.R. list.

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